



Research article

The backfiring effect of fairness salience in health messages regarding food allergies and diabetes

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Supplementary

Table S1. Stimulus text table for food allergies.

Injustice type	Topic/blame	No exemplar/injustice salient	No exemplar/injustice not salient	Exemplar/injustice salient	Exemplar/injustice not salient
“Situational” bad luck. Similar to “distributive” but in a health context it involves the burden of getting the health condition	Developing the health condition/all eviate blame from parents of kids with food allergies and the kids themselves	Sometimes life is not fair for some children. Eight percent of American children get food allergies. There is no way to prevent or predict which child will develop these allergies. It is not a choice	While eight percent of American children get food allergies, the cause of these food allergies is unknown. Therefore, there is no way to predict or prevent them. Evidence from research regarding a cause is inconclusive	Sometimes life is not fair for some children. Like James, eight percent of American children have food allergies. They could not have prevented or predicted that they would develop these allergies. It is not a choice	While eight percent of American children, like James, get food allergies, the cause of food allergies is unknown. There is no way to prevent or predict them. Evidence from research regarding a cause is inconclusive
Word count		35	35	35	35

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Injustice type	Topic/blame	No exemplar/injustice salient	No exemplar/injustice not salient	Exemplar/injustice salient	Exemplar/injustice not salient
“Interpersonal” fairness in treatment from peers	Getting sick at school/blame attributed to other kids	Many students with food allergies get sick at school, sometimes from bullying from peers. More than half of these incidents involve threatening children with the food they are allergic to, potentially causing life-threatening reactions and isolation	Many students with food allergies get sick at school, from being exposed to food they are allergic to. Often, these incidents involve accidental exposure to common food allergens, potentially causing life-threatening reactions and isolation for kids	James, like many kids with food allergies, has been bullied at school. Children have chased him with food, rubbed the food on him, and tried to force him to eat it. This makes him feel isolated	James, like many kids with food allergies, has had allergic reactions at school. One was from accidental exposure to the food he’s allergic to, and it caused a life-threatening reaction. He now feels isolated at school
Word count		36	36	36	36
“Decisional/procedural” Fairness in procedures and decisions	Getting proper treatment at school/Blame attributed to poor school policies	School boards often are not willing to pay to keep life saving emergency medication available to students should it become needed	Most elementary schools do not have any life saving emergency medication available to students with food allergies should it become needed	James worries that the school board is not willing to pay to keep emergency medication available for him and other kids	James worries that his school, like so many others, does not have emergency medication available to students should it become needed
Word count		21	21	21	21
“Informational” Fair access to and use of information	Getting information about the health condition and using it/blame attributed to schools	Schools very rarely provide adequate information to parents of children without allergies on what they can do to help keep kids with severe food allergies safe at school	Information about what parents can do to help keep kids with severe food allergies safe at school is often hard to find for parents of children without allergies	James’s school does not provide adequate information to parents of children without allergies about what they can do to help keep kids like him safe at their school	Parents of James’s friends find that it is difficult for them to find information about how to keep kids like him with severe food allergies safe at school
Word count		28	28	28	28



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